

"Safety over Secrets—Nothing to Hide, Everything to Lose"

Raising Awareness of Prescription Opioid Abuse in Northern Kentucky



The University of Cincinnati, College of Medicine in collaboration with the Northern Kentucky Health Department

Introduction

The population in Northern Kentucky consists of approximately 400,000 people distributed amongst four counties--Boone, Campbell, Grant, and Kenton.

- Boone, Campbell and Kenton are ranked in the top 5 counties in Kentucky for heroin and fentanyl overdose deaths.
- Kenton and Boone county show a net increase in total overdose deaths since 2012 (Figure 1).¹
- Regional data for Northern Kentucky, shows that 2.7% of 10th graders reported using painkillers (OxyContin, Percocet, Vicodin, Codeine) one or more times in the past 30 days without a doctor's prescription.²

The Northern Kentucky Health Department works to raise awareness of opioid misuse and provides treatment and support opportunities for those affected by the opioid epidemic.

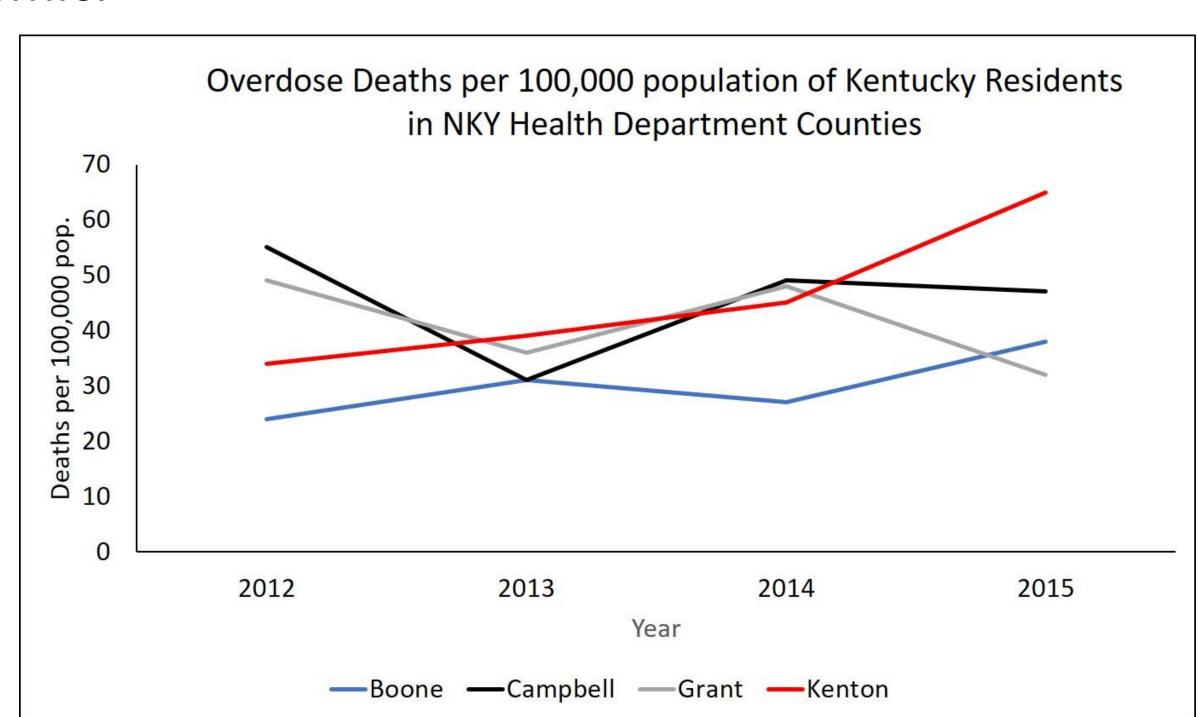


Figure 1. Overdose deaths per 100,000 people in counties served by the Northern Kentucky Health Department: Boone, Campbell, Grant, and Kenton, based on the 2015 Overdose Fatality Report by the Kentucky Office of Drug Control Policy. These rates reflect lethal overdoses from both prescription and illicit drugs, including non-opioids.¹

Last year's project surveyed young adults between the ages of 18-25 about their knowledge of opioid pain medications. This data showed that 31.3% of respondents reported feeling somewhat or very concerned with the side effects of opioid pain medications. Also, respondents who were not at all, or a little concerned about the side effects of opioids were 1.70 (95% CI: 1.05, 2.77; P=0.039) times more likely to use prescription drugs without a doctor's prescription.

Aims

Due to the high rates of opioid abuse in the Northern Kentucky community, our mission was to launch a media campaign, using evidence-based social marketing techniques³, to increase the health literacy of 18-25 year olds regarding prescription opioid abuse.

Methods

Our target population of adults ages 18-25 in the Northern Kentucky area was selected using the preliminary data collected by last year's NKY Learning Community.

Focus Group Methods

of lighting, music, length, content, and tone of the videos through an open discussion with participants.

Female

Race/ethnicity

Hispanic or Latino

Asian or Pacific Islander

Educational attainment

Less than high school

High school/GED

Bachelor's degree

Master's degree

Associate's degree

Black or African American

We conducted a focus group in which we showed the CDC's Using the data collected in our focus group, we interviewed The video was shared to 57 participants and followed with opioid Rx Awareness videos to eight women ages 18-25 Travis Broughton, who shared his story about recovering from Northern Kentucky. We distributed pre- and from opioid addiction. The interview was conducted post-video surveys to measure the effectiveness of the remotely via conference call, key points from the interview videos. We also collected information gauging the efficacy were extracted by our LC, and the video was then edited by a videographer to condense the interview to a shorter preliminary video compatible for social media.

% of survey

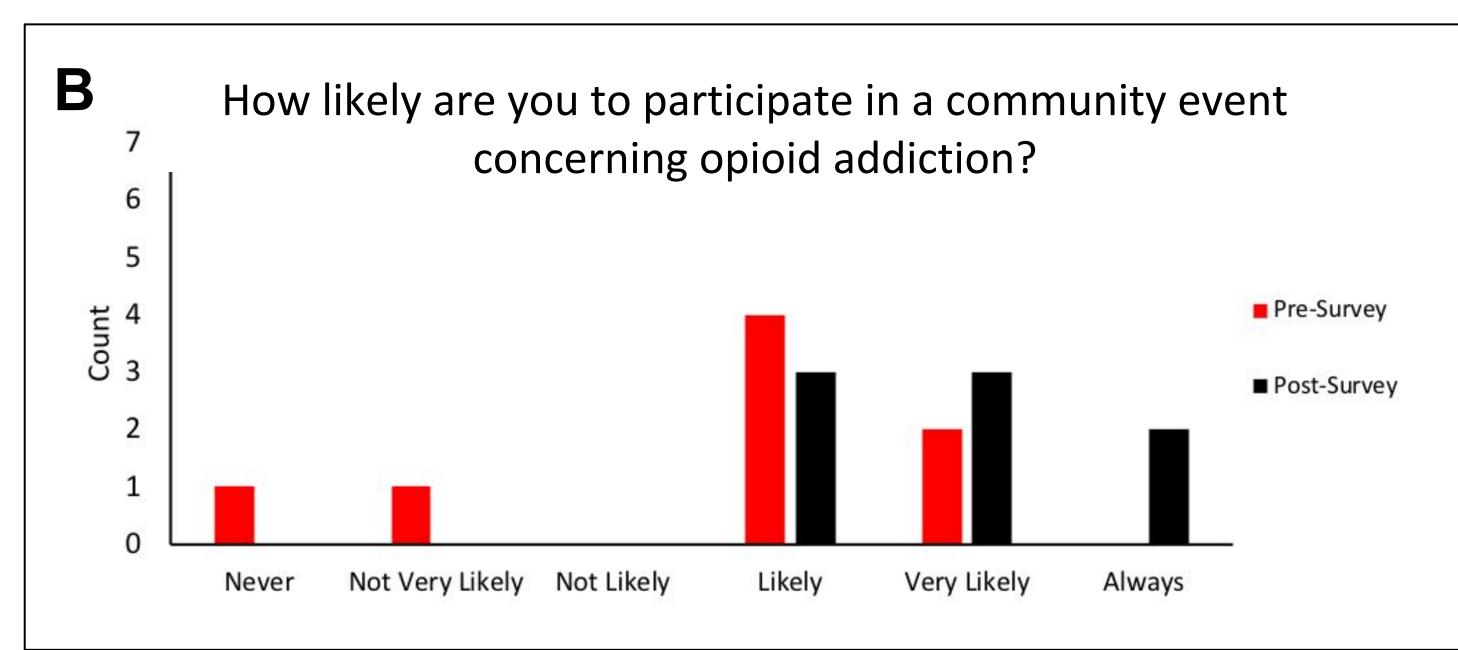
Survey Methods

questions gauging the likelihood of respondents to view, like, share, and utilize the resources of our video, as well as suggestions to improve the quality and efficacy of our video. We gathered demographics on age, race/ethnicity, gender, and education. This data was used to revise our video and publish the final product on Facebook.

Results

Figure 2





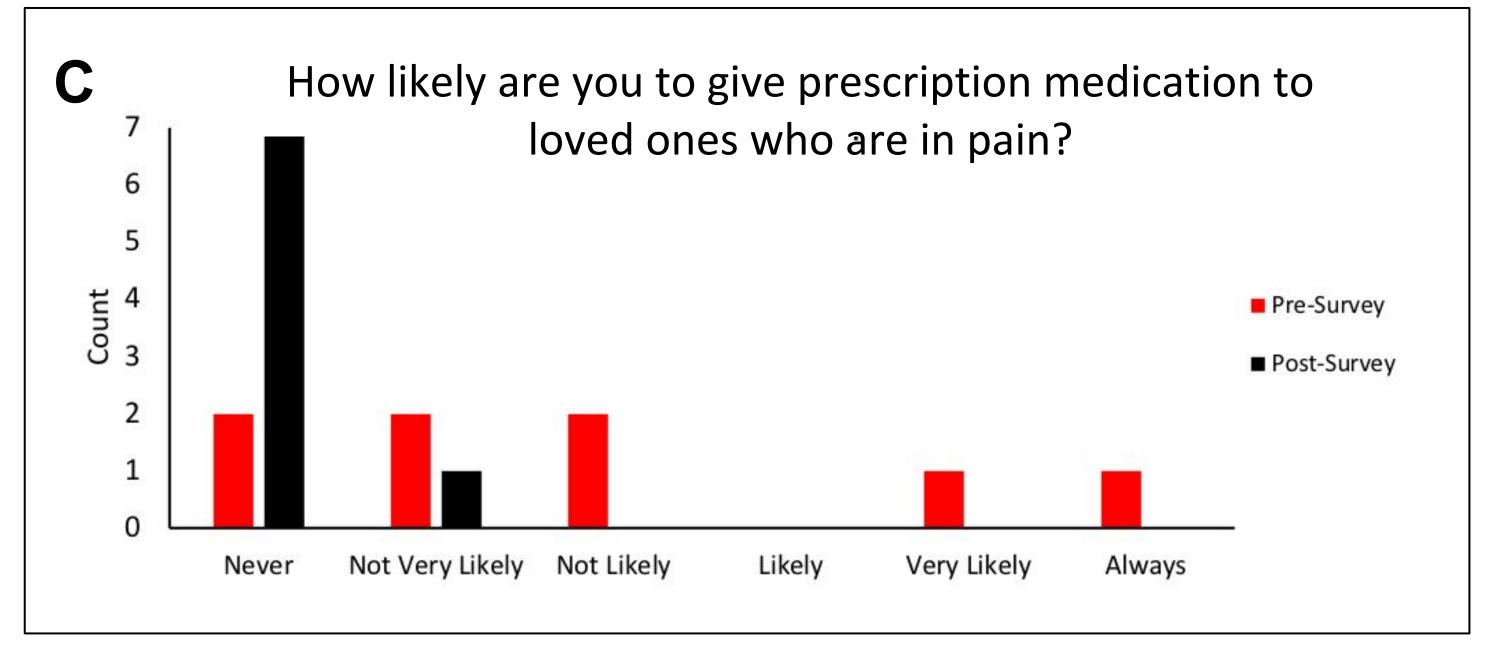
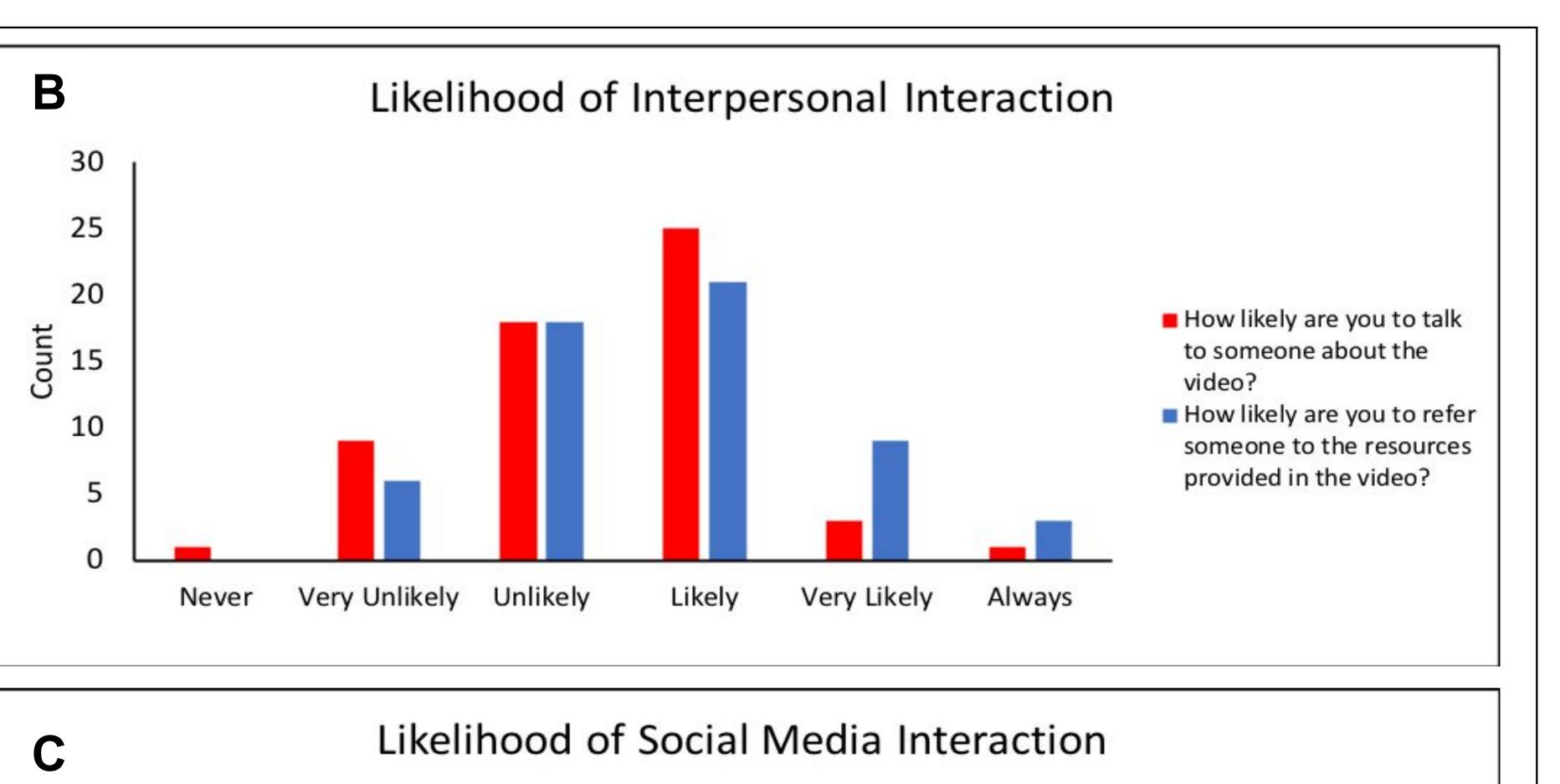


Figure 3



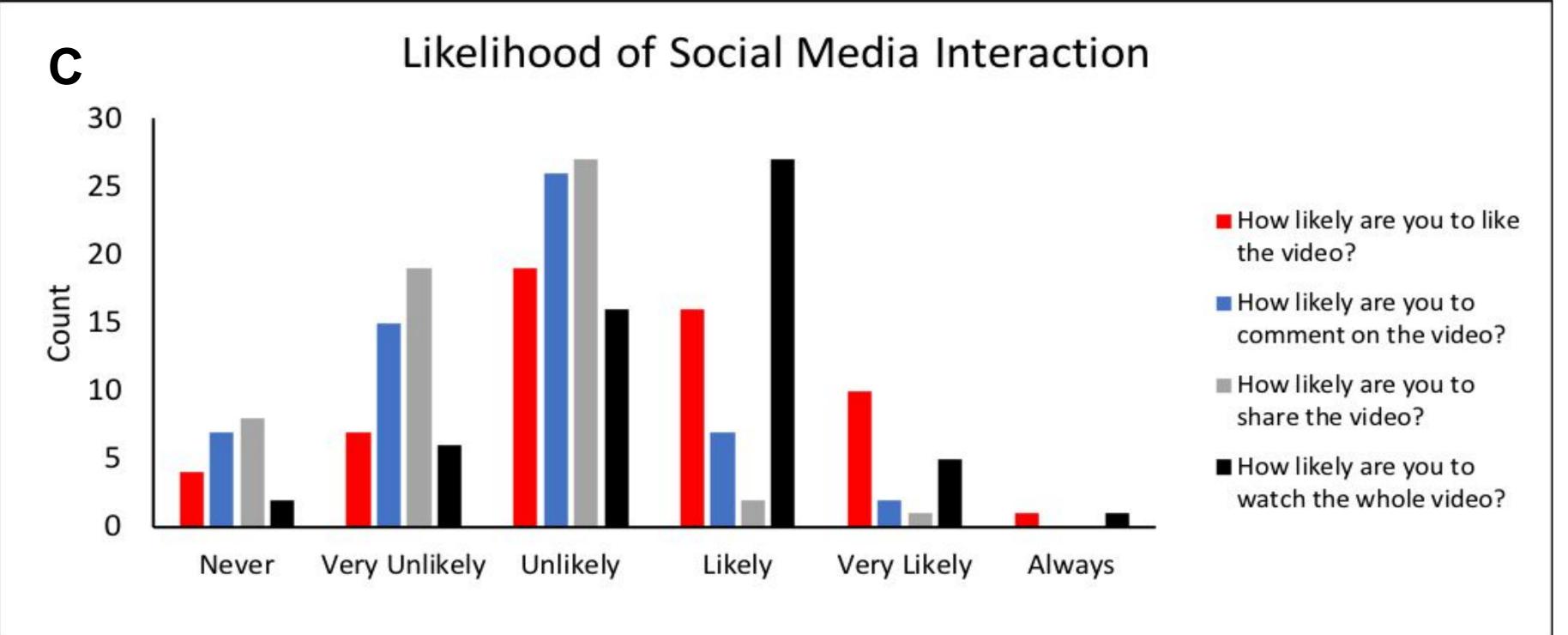


Figure 2. Focus group pre- and post-survey results analyzed using the Wilcoxon-signed ranks test for changes in the participants' responses. A) Significance noted at an α=0.05 (T= 0) for "How likely are you to get rid of your excess prescription medication to a community drug take-back event?" Of note, surveyors claimed to be less likely (B) to give their prescription medications to loved ones and more likely (C) to participate in a community event concerning opioid

addiction.

Figure 3. A) Demographic data of our video survey results. B) Likelihood that audience would talk to someone about the video or refer someone to the resources provided in the video. (C) Likelihood that audience would like, comment, share, or watch the video.

Conclusion

Based on the reactions to our video, viewers are slightly less likely to share, comment, and/or "like" our video on social media. Viewers were much more likely to watch the entire video in addition to referring friends to treatment using the resources shared at the end of the video. Since sharing, commenting, and "liking" content on social media is completely public, perhaps stigma is dissuading viewers from taking such overt stances.

NKYHEALTH

In order to determine how effective our video campaign is, we need to gather more data now that the video is posted to Facebook. Likes, views, and shares will be monitored to gauge audience outreach and interest. With a larger sample size and greater duration of testing, we will be better able to gauge the potential for lasting impact that our campaign could have.

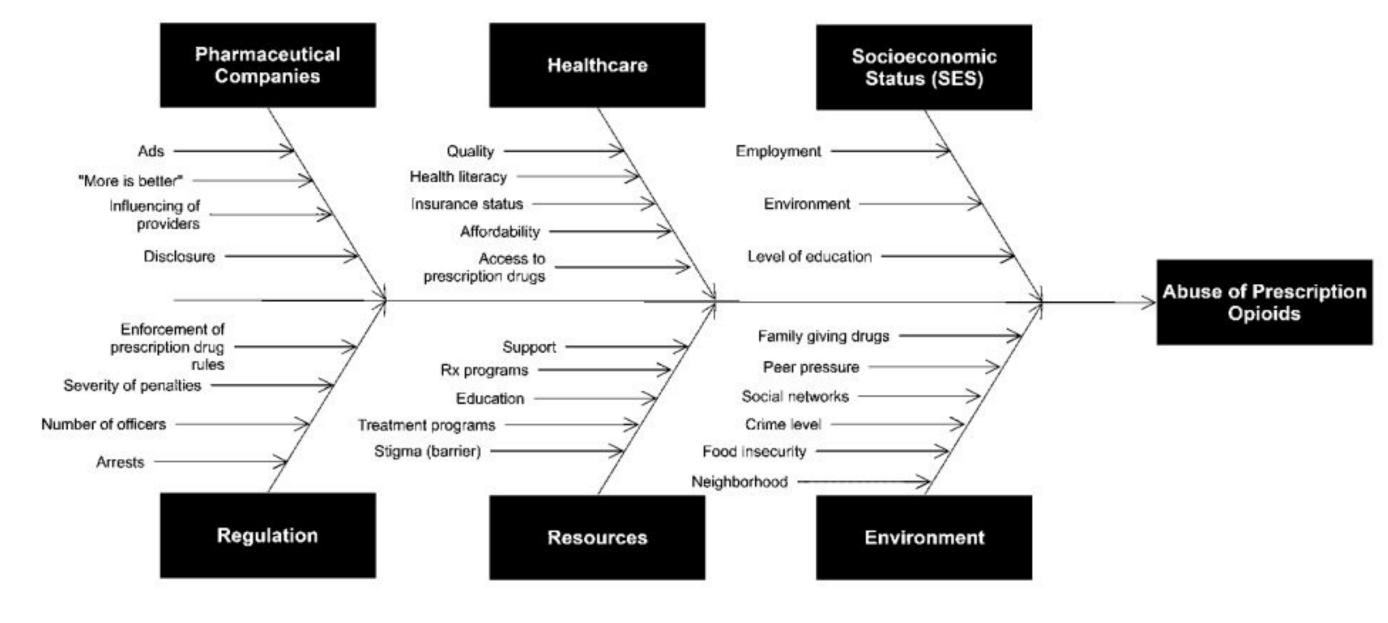


Figure 4. Fishbone diagram of social, political and environmental determinants of health contributing to the abuse of prescription opioids.

Acknowledgements

We would like to thank the Northern Kentucky Health Department, especially Laura Brinson, for their support during this project. We could not have produced our video without the generous help of John Stimpfl and James Sweasy. Finally, we are deeply grateful towards our interviewee, Travis Broughton, for sharing his experiences with us and making our project truly meaningful. The project described was supported by the National Center for Research Resources and the National Center for Advancing Translational Sciences, National Institutes of Health, through Grant 8 UL1 TR000077-05. The content is solely the responsibility of the authors and does not necessarily represent the official views of the NIH.

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